John
Master's Student

Demographics

Age   :   27
Occupation :   Student
Country   :   Germany

■ Profile
Pursuing master's in computer science.
During his free time, he takes online technical courses/certifications to update himself.

■ Responsibilities
He has to learn certain programming languages as per syllabus provided by the university, in order to get good grades

■ Pain Points
Financial pain point and
Support pain point

■ Motivation
To be updated and confident on current technologies.
To face the competitive world

Emily
Software Developer

Demographics

Age   :   36
Occupation :   Employee
Country   :   USA

■ Profile
Employee in an organization, as a senior software devloper, from past 10 years.

■ Responsibilities
Updating to latest programming languages and tools.
Effective Performance.

■ Pain Points
Productive pain point: It is very important to manage time with work process and enhancing self skills.

■ Motivation
Competition with peers and
Personal interest.